
7 Ways to Enhance *Customer Experience*

- ☐ Build in “just because” surprises throughout the year (ex. Discount codes, appreciation video, extra gift with purchase, exclusive in-person or Zoom party.)

- ☐ Handwritten thank you card

- ☐ Invite them into a story. Make them feel like they’re part of something special by sharing your passion and the meaning behind your business.

- ☐ Include something above-and-beyond. (ex. Link a video tutorial or how-to article. Offer a live post-purchase check-in for real time feedback. Throw in an extra service.)

- ☐ Appeal to more of the five senses - sight, sound, feel, taste, touch

- ☐ Include ongoing education on the product or service in your post-service emails

- ☐ Be quick to respond to questions, concerns and feedback.

More Ideas:
